



UNUSUAL CIRCUMSTANCES . . . Miss Kathy Coger, a queen candidate in the Waleria Round-Up Day's Contest, pulls a switch on Torrance Police Sgt. Dave Cook, persuading him to buy a 50 cent ticket. Each ticket counts to the girl's queen title and also goes to help local youth organizations.

## Vets Play Big Role In State

Census figures in California have revealed many interesting aspects of veterans in California, reports Mrs. Sara R. Bridges, Torrance Veterans Service Officer.

As an example, approximately two of every five Californians over 14 years of age are veterans. Most of them are veterans of World War II, with Korean Veterans second.

The California veterans tend to occupy the newer urban settlements in the state, particularly in the metropolitan Los Angeles, San Diego, and San Francisco areas.

Veterans dominate the population over 14 years of age in 57 communities in the state. Better than 60 per cent of California's veterans live in the southern half of the state.

## Celebrates Anniversary

John D. Pellerin, assistant manager of Security First National Bank's Torrance office, is celebrating his 15th anniversary with the bank.

Pellerin, who has been with the local branch since September 1960, began his banking career as a clerk.

Prominent in community affairs, Pellerin is a member of the Torrance Chamber of Commerce, the Lions Club, and the Downtown Torrance Revitalization Committee.

He is married and has three children. The family resides in Gardena.

## Walterians To Select New Queen

Applications are now available for the Waleria Round-Up Day's Queen Contest.

Aspiring candidates may pick up applications at 24214 Hawthorne Blvd. The girls will sell 50-cent tickets with the number sold counting toward the queen title and the proceeds going into the Waleria Business Men's fund for Boy Scouts, little league and a high school scholarship fund.

QUEEN candidates also will compete in a talent and beauty contest at the Jump 'n Jack Restaurant on Sept. 15 at which the queen will be chosen and crowned.

The following day, the new Queen of Waleria will reign over a parade and Round-Up Day festivities in Waleria Park.

RIDES, concessions, picnicking, games, prizes, and ticket drawing for grand prizes are scheduled. There will be drawings for a portable television, three portable clock radios, and three bicycles.

Limited reservations are left for the dinner which will include a talent show, beauty contest, and the crowning of the new queen. A dinner is included in the \$5 fee.

"The Rev. Gilbert Kuyper of Knox Presbyterian Church, St. Paul, announced the topic of his Sunday sermon on the church bulletin board: 'What on Earth Are You Doing for Heaven's Sake?'" — Frieda Monger, Duluth (Minn.) Publicity.

# Wig Makers Face Shortage While Markets Rocket

By REYNOLDS KNIGHT Fashion is literally going to milady's head, and harried wig makers are "tearing their hair out" trying to find sufficient human hair to meet the new demands.

For centuries, wigs were a sort of status symbol among European royalty. While some of this "costume" use of wigs has carried over into modern life, the wig business for many years has been a small one, sustained almost entirely by the needs of balding men and women. A year-old fashion trend has changed that.

Now most leading fashion houses and department stores stock custom-made wigs ranging in price from \$50 to \$400, depending on the type of hair used. Biggest market for the ready-to-wear coiffures, according to industry spokesmen, are style-conscious women seeking to enlarge their hairdo "wardrobes."

THE FAD has created a

heavy problem for domestic wig makers. High-quality hair in the past has been imported from Europe, the new interest in wigs is nationwide, and it has created a boom overseas that has siphoned off domestic hair supplies and increased raw hair prices 300 per cent.

Wig makers have had to turn to lesser grade Asian and synthetic fiber hair, far less popular than European quality hair. In addition, recent U. S. restrictions on imports from Communist China, a major raw hair supplier, have cut off a major source for the industry.

Despite the shortages, wig makers joyously predict that the trend—and their profits—will continue for some time to come.

PROLIFIC POOCHES—Business, at least in one area, is going to the dogs. The almost 30 million dogs in the U. S. directly account for a three-

quarter-billion-dollar business volume each year.

There are toys and tranquilizers for dogs, and boots, pajamas, mink coats, hats, sweaters, spangled collars, hair coloring shampoos, perfumes and even contact lenses. And dog owners can buy life insurance, hospitalization policies, canine college training and a mausoleum in a memorial park for their pooches.

By far the biggest hunk of this business—\$527 million—goes to the manufacture of dog food. And, according to one authority, dog food makers face their fastest decade of growth. Ralph Hollingsworth, who heads up the dog food operation of Nutrena feeds, says that Fido's legions, already four times as large as 30 years ago, are growing six times as fast as the human population.

Hollingsworth attributes the increase in part to the fact that it's much easier to care

for dogs than it once was. Feeding, for instance, is made simpler by commercial rations designed by nutritionists to provide a balanced diet. This along with advances in veterinary medicine, means healthier dogs and less sickness, which, in turn, reduces considerably the requirements for care, Hollingsworth contends.

ANTICIPATORY TIRES—In eight years there will be an estimated 80 million passenger cars using America's highways. That's one-third more than 60 million cars of 1960, and manufacturers are making sure they will be able to meet unprecedented demand for replacement tires.

J. W. Keener, president of the B. F. Goodrich Co., in a recent dedication of the company's sixth U. S. tire manufacturing plant near Fort Wayne, Ind., said total tire shipments on new cars alone in the U. S. this year are ex-

pected to exceed 35 million units—an increase of 17 per cent over last year. First-quarter replacement tire shipments this year were nearly two million above the same period for 1961, and modest gains were predicted for the remainder of the year.

BFG's new plant features the latest machinery and controls, including automatic mixing equipment, nuclear devices to insure uniform thickness of material. When full production is reached the new plant will employ about 1,000 persons and have an annual payroll of about \$6,000,000.

THINGS TO COME—A battery-operated 8 mm camera is on the market; the camera requires no winding or threading, and has automatic exposure settings and focusing features, according to the maker . . . Looking ahead, a Minneapolis firm has just introduced a power-driven snow thrower that reportedly can remove a

ton of snow per minute and hurl it 20 feet . . . Tourists can obtain a novel set of foreign currency conversion tables from a New York firm; the 15-card set contains jingles on one side to aid tourists in learning foreign money values, and conversion tables, tipping hints and other helpful data about foreign nations on the other.

BITS O' BUSINESS—Manufacturers orders in June—which totaled \$32.4 billion—hit their lowest level since last September; biggest decline was in durable goods orders . . . Rising sales volume and successful cost reduction programs are key factors in improved earnings for most of the nation's department stores; many of the stores predict record earnings this year . . . And the paint industry is enjoying healthy sales this summer as a result of favorable weather in most parts of the country.

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Fancy Halibut Steaks FLAVORY WHITE **79¢**

Icelandic—Finest Fish Frozen

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